SALES ANALYSIS GROUP
Status as of 10/10/97

Retail Audits

- August to October Promotional Audits -Tracking retail execution/penetration of: Marlboro flat pack B4G1F, Marlboro Fall Spectacular (20¢ off), Marlboro Cube, Basic 20¢/$2.00 off, Basic B2G1F, Metro Plan promotions (where applicable) and the introduction of new Winston. Audit began w/o 7/14/97. MASS results to be restated due to invalidation of Seattle audits.

- September OPB Audits - Audits complete. Findings to be presented at October Monthly Promotions Meeting.

- November OPB Audits - Currently working on the design and sample selection.

Analysis

- Metro Plan - Currently working on the development of methods to track PM share performance in the newly defined Metro markets.

- Key Account Analysis - Currently working on account reviews/presentations for:
  - Wakefern - Demographic clustering using Account Review.
  - Dairy Mart - Evaluation of industry CPW among stores that signed MPL4 earlier this year.
  - Country Cupboard - Evaluating the influence (if any) of temporary display on consumer offtake for the September price promotion.
  - Diamond Shamrock - Continuing to evaluate "May" promotions to determine sell-through rate of PM promotions in stores matching brand requirements in ADSII versus the balance of stores. Final results expected by November.

Sales IC

- Base Adjustments - 1996 share bases are being redefined for some Districts & Sections to fairly account for new Wholesale Masters participants that entered the program in mid to late 1996. ~~Adjusted bases to be completed by 10/13 and to be presented~~ to the RVP's on 10/15.

Tracking

- 1997 Chain Reporting Package - Working with MSA to develop National Account and Leadership Account versions of the package. Initial reports completed in October, minor modifications pending.

Key Region Projects

- Region 1 - Metro stores tracking/analysis.
- Region 2 - Providing Account Review analysis and presentations for key accounts including Mapco.
- Region 3 -Developing presentation for Region-wide meeting scheduled for 11/3.
- Region 4 - Providing Section training sessions for STARS applications. Continuing tracking/analysis of Emro RM test.
- Region 5 - ~~Developing District Performance package~~. Updating Circle-K analysis. Providing information and analytic support for DM strategic planning meeting.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhgy0004